

# YouTubeTV

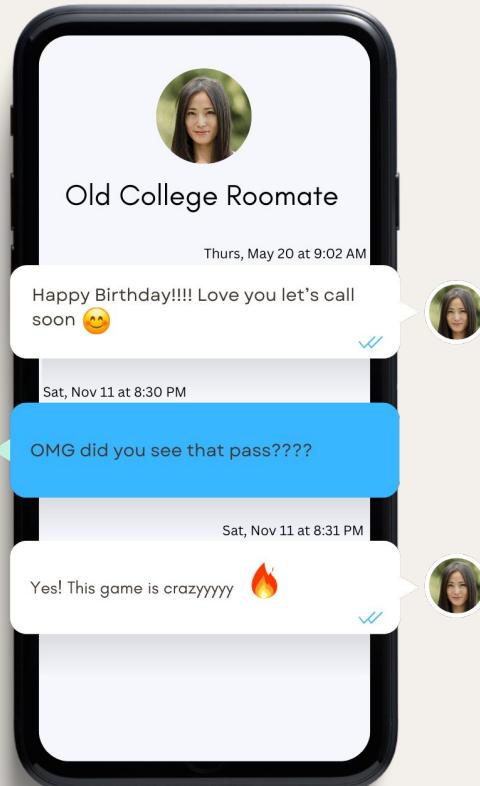
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# The Problem

- Sports events go beyond the major four (MLB, NBA, NFL, NHL) but not always offered on all services.
- There is a missing community component that LIVE sports offer.
- It is a hassle to subscribe to multiple services to meet all of the sports desires of a fan.

# What We Know



Sports fans want to watch all of their favorite sports teams on one streaming service, LIVE. Community is built around LIVE events because fans can experience it together and subscribing to multiple services is a hassle to keep up with all your favorite teams. Live sports bring people together, which is something we've lost in an era of digital streaming.

# Key Points

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- Stream live sports on any device, anywhere
- Unlimited DVR storage is included
- Up to 6 user accounts and 3 simultaneous streams

# Avoid Points

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- The price went up to \$73 after being as low as \$35
- Many regional sports networks are unavailable
- Roku users had difficulties with YouTube TV because of a contract dispute

# Our Strategy

YouTube TV is an all-inclusive sports streaming service that enhances your accessibility to any sport so you don't miss that *shining moment*, LIVE. See it LIVE, because replay just isn't the same.

# Print Ads: Athlete Endorsements

**THE MOMENT  
WON'T LAST  
FOREVER.**



YouTubeTV

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# Print Ads: Athlete Endorsements

Your favorite athletes will not be competing forever, so there are limited opportunities to watch them LIVE. These athletes have created their own legacies that soon, you will only be able to see old highlight mixtapes.

Lionel Messi, LeBron James, and Serena Williams are in their final years of their career. Subscribing to YouTube TV lets you stream all of the events and more, LIVE. Subscribe now before the worlds most notable athletes retire for good.

# SOCIAL: TikTok & Instagram



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Why:

TikTok and Instagram stand out as the prevailing social media platforms, with individuals mostly engaging in either TikTok videos or Instagram Reels. In order to connect with a broader audience, we opted for these two platforms.

What:

The video aims to showcase the most remarkable sports highlights, emphasizing the belief that experiencing these moments live is incomparable to watching replays. The concept encourages viewers to opt for YouTube TV, enabling them to witness the next extraordinary moments as they happen, emphasizing that the emotional impact of live viewing surpasses that of replays.

# BILLBOARDS



Live sports streaming on billboards and bus stops  
powered by YouTube TV to stop people in their  
tracks and remind them of the power of LIVE sports..

# The Team



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